



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Planning Boardroom, Markham Civic Centre**  
**January 19, 2016**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Councillor Colin Campbell  
Susan Peterson  
Yvonne Buckley Lord, Corporate Communications  
Craig Breen, Supervisor Roads East  
George George, Markham Unionville Rotary Club  
Cathy Molloy, Manager Museum  
Stephanie Bagnarol, Rental & Events Coordinator  
Dennis Flaherty, Corporate Communications & Community Engagement  
Nikolas Dimitrakopoulos, York Region Police  
Alida Tari, Council/Committee Coordinator

The meeting convened at 4:05 PM with Jim Sandiford in the Chair.

**1. POST PARADE DISCUSSION**

Jim Sandiford distributed the 2015 financial statement and it was noted that there was a \$5,130 net loss.

The Committee discussed the following relative to the Santa Claus Parade:

- Float entry fees were much lower than previous year
- Need to pursue more sponsorships for 2016
- Consider developing partnerships with large corporations in Markham (Town of Stouffville does this for their parade)
- Ensure float entry fees are received prior to the parade day
- Reach out to York Region school and private schools if they have bands that would be interested in being in the 2016 Santa Claus Parade
- Inquire if Air Cadets will volunteer
- Grand Marshall - Jim will look into Jennifer Valentine from Breakfast Television
- Encourage all vehicles in the parade play Christmas music

- More barricades required at the entrances to the museum
- Consider having the permit and traffic management plan in place one month prior to the Parade so that small businesses can be provided with a "pass"
- Float entry application - include a section where non-profit companies can enter their non profit charitable number

## **2. PAID AND AUXILIARY OFFICERS**

Nikolas Dimitrakopoulos, York Region Police advised the Committee that the on-duty Police Officers will need to be limited for the 2016 Santa Claus Parade.

The following was discussed with respect staging and traffic management:

- Regional Roads such as Highway 7 and 16th Avenue - investigating if York Region can alleviate some of their rules
- With fewer paid officers the Committee will need to consider alternative staging areas, alternative parade routes, etc.
- Councillor Campbell will investigate if the driveway at the cemetery can be used for staging some of the vehicles

## **ADJOURNMENT**

The meeting adjourned at 5:05 p.m.